

Fig. 1

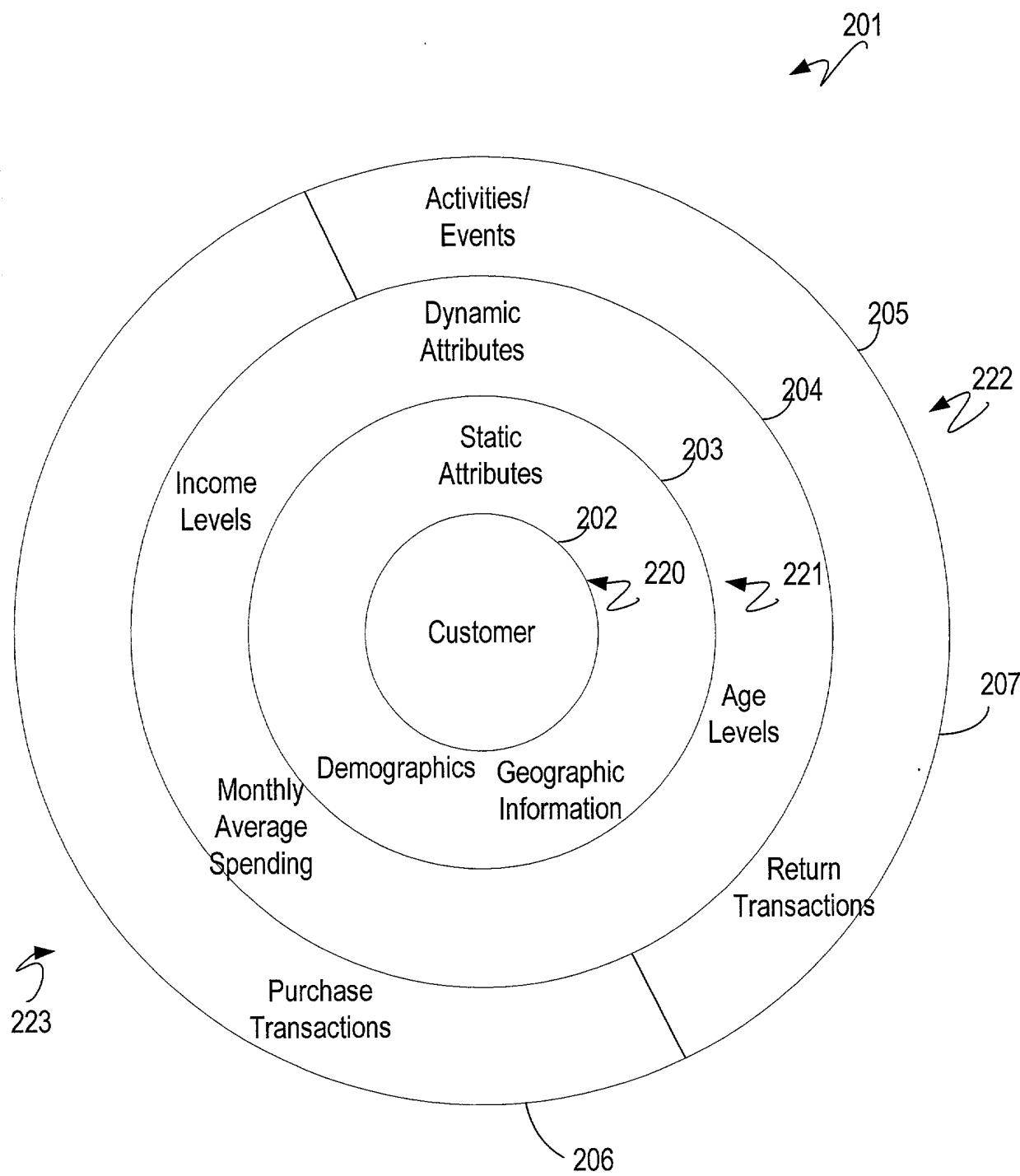


Fig. 2

301

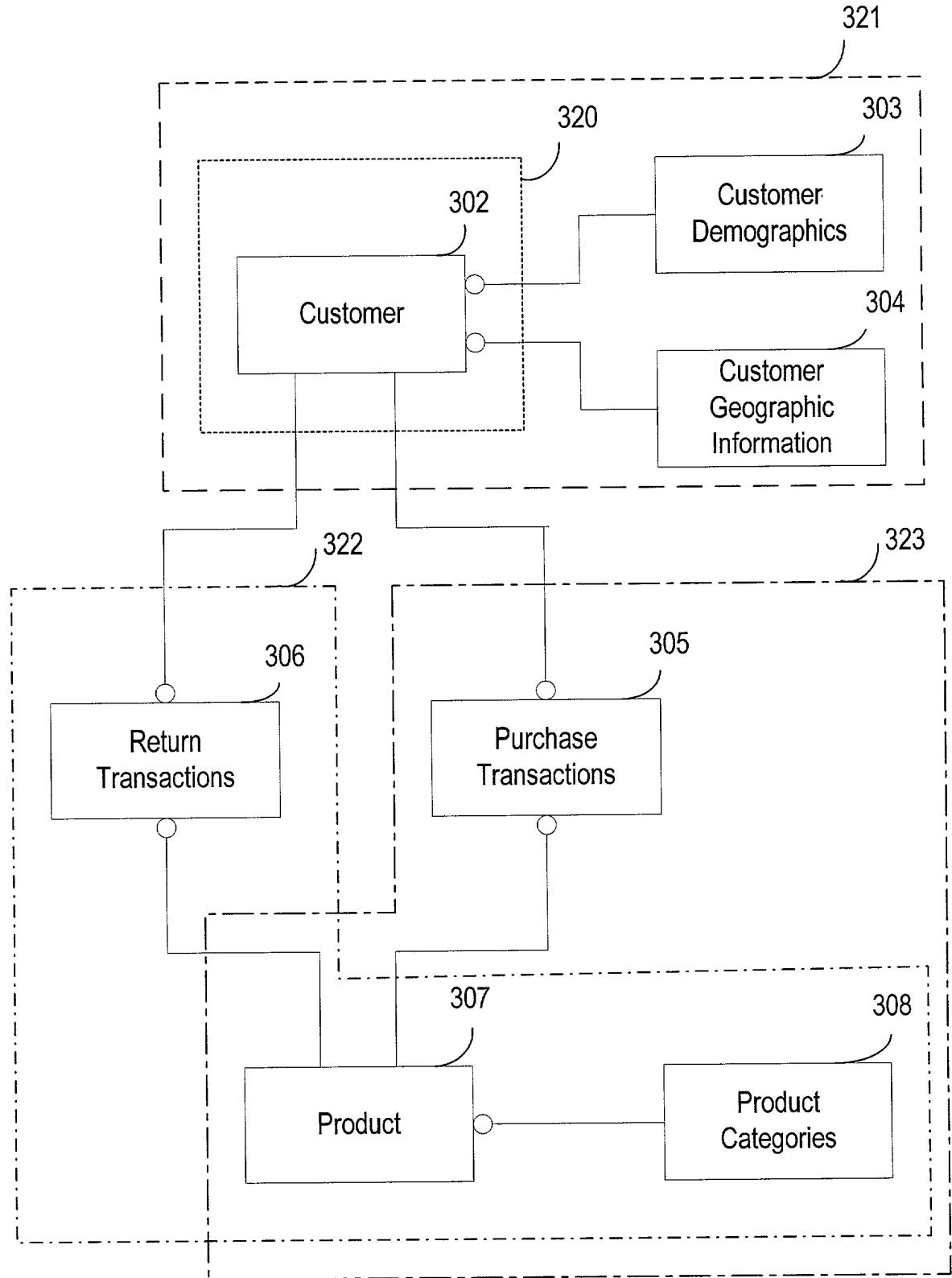


Fig. 3

401

421

409

403

404

423

Customer

Customer Derived Attributes

Customer Derived Profiles

Customer Demographics

Customer Geographic Information

422

406

405

408

Return Transactions

Purchase Transactions

Product

Product Categories

407

400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423

Fig. 4

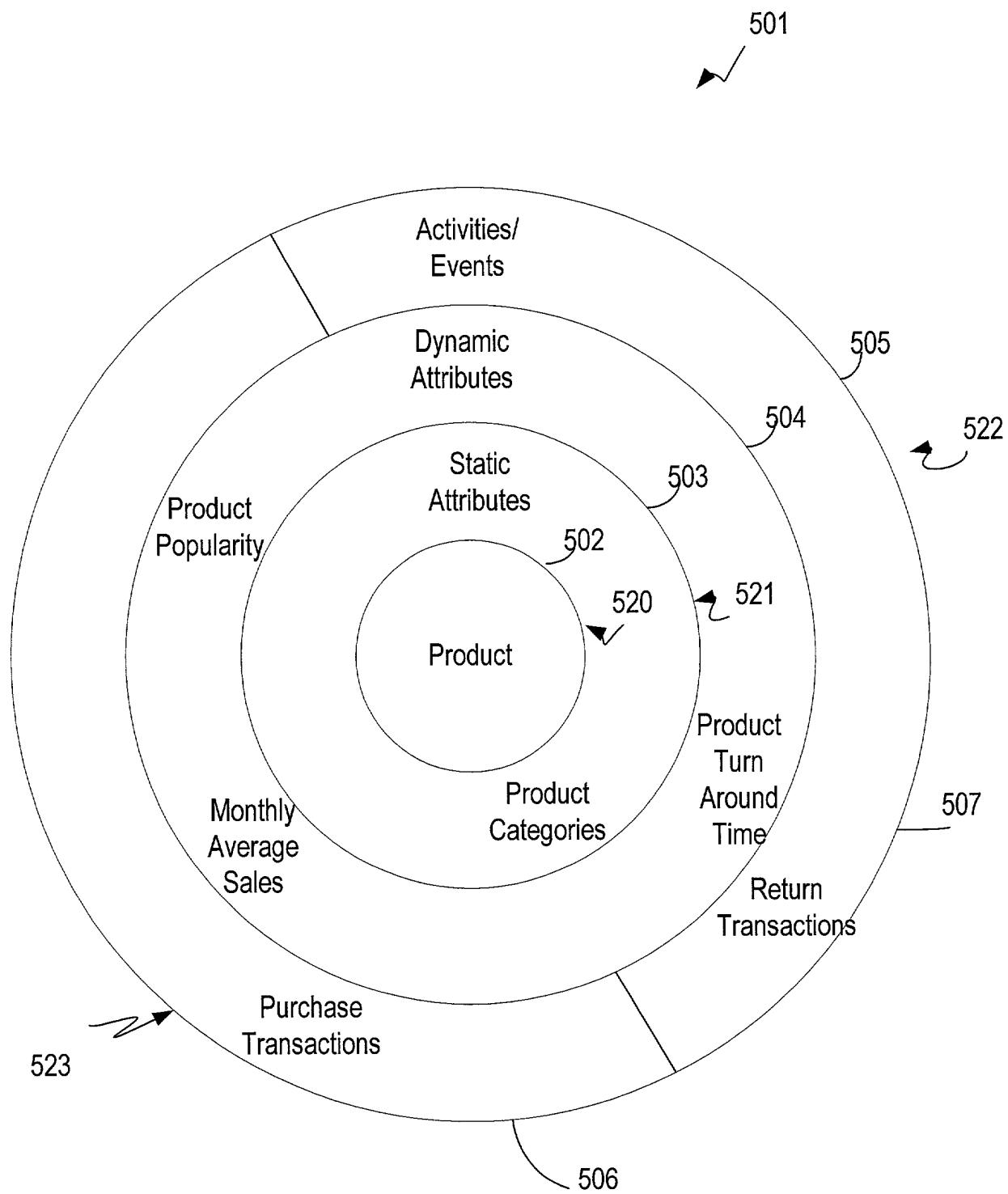


Fig. 5

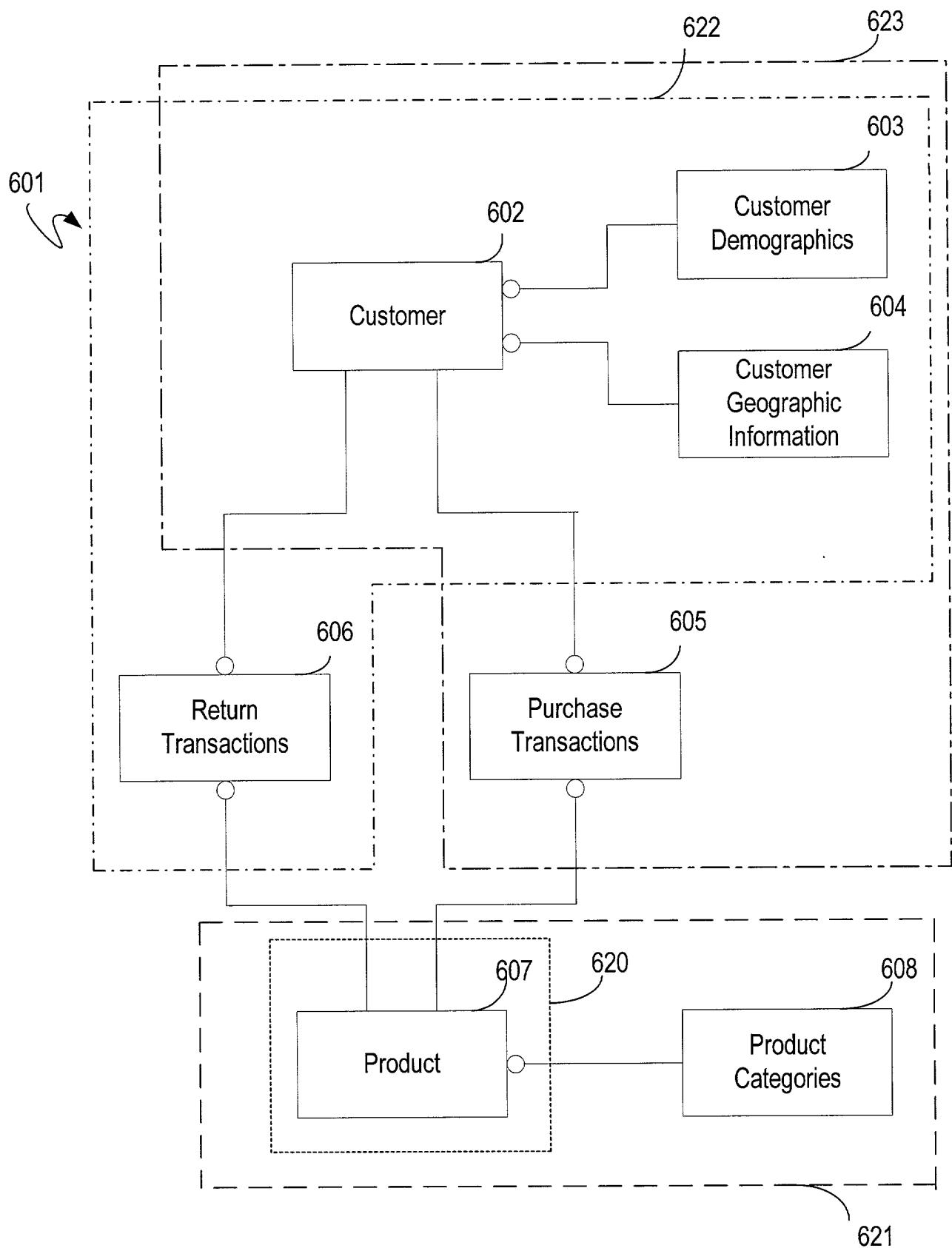


Fig. 6

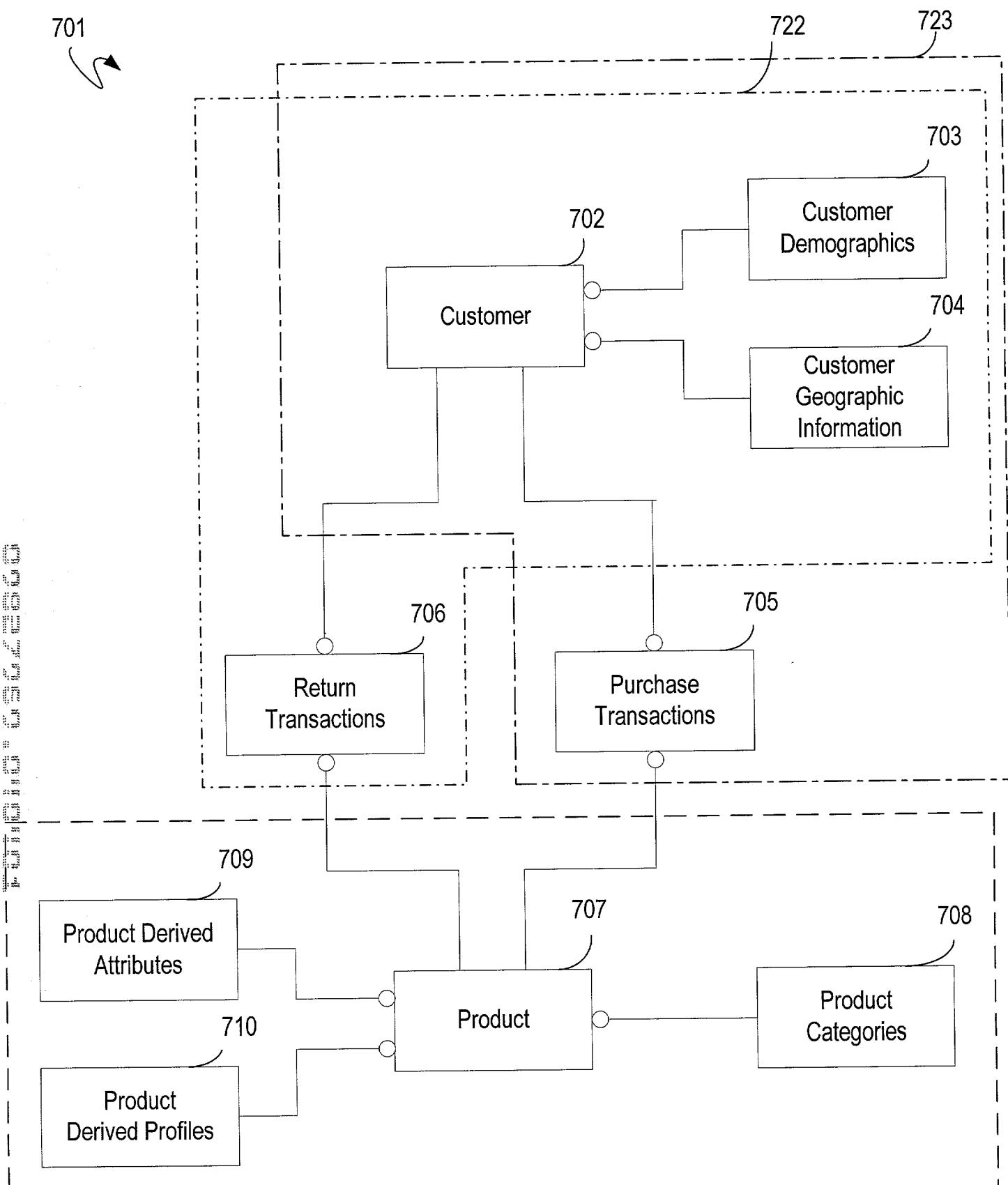


Fig. 7

721

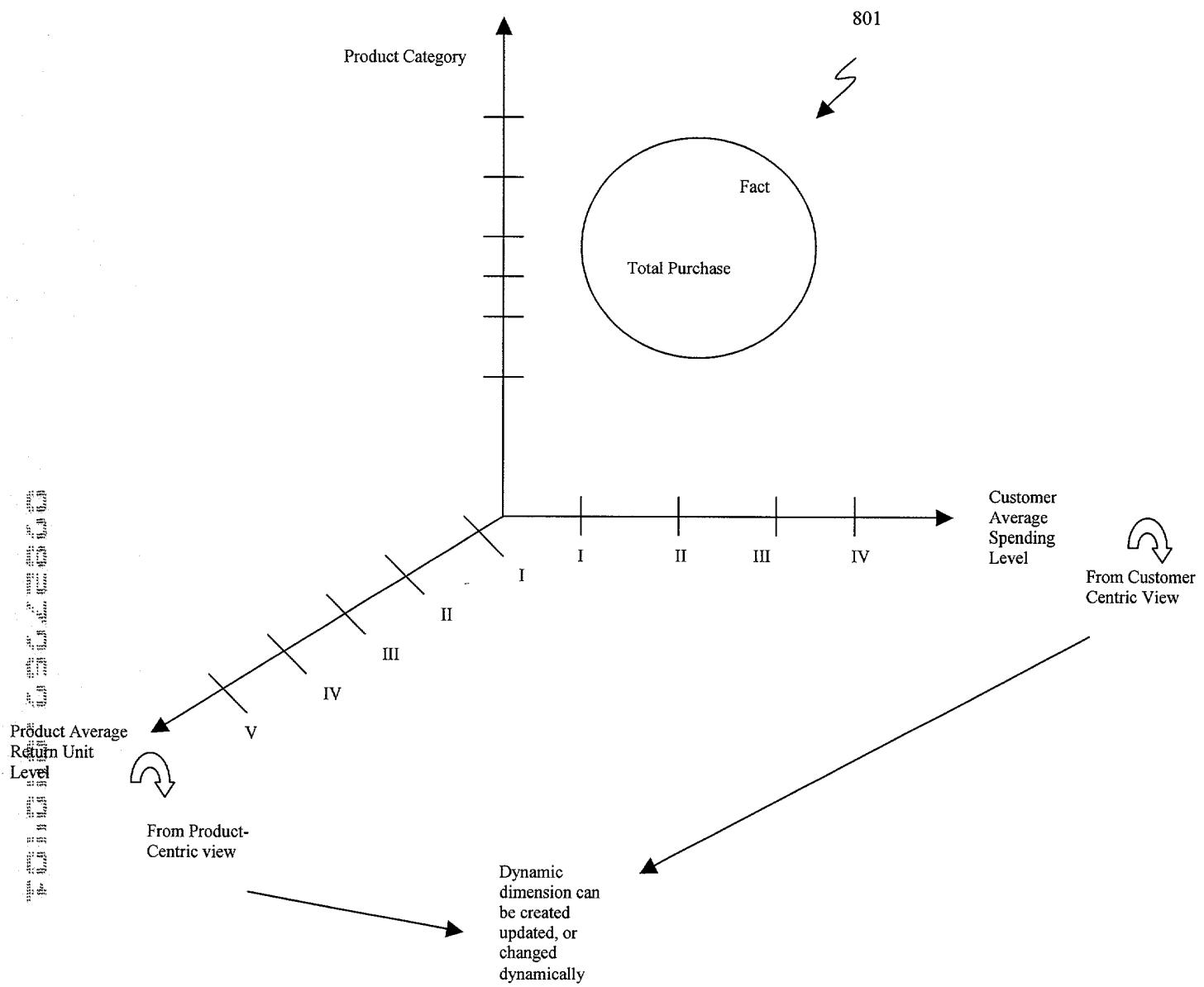


FIG. 8

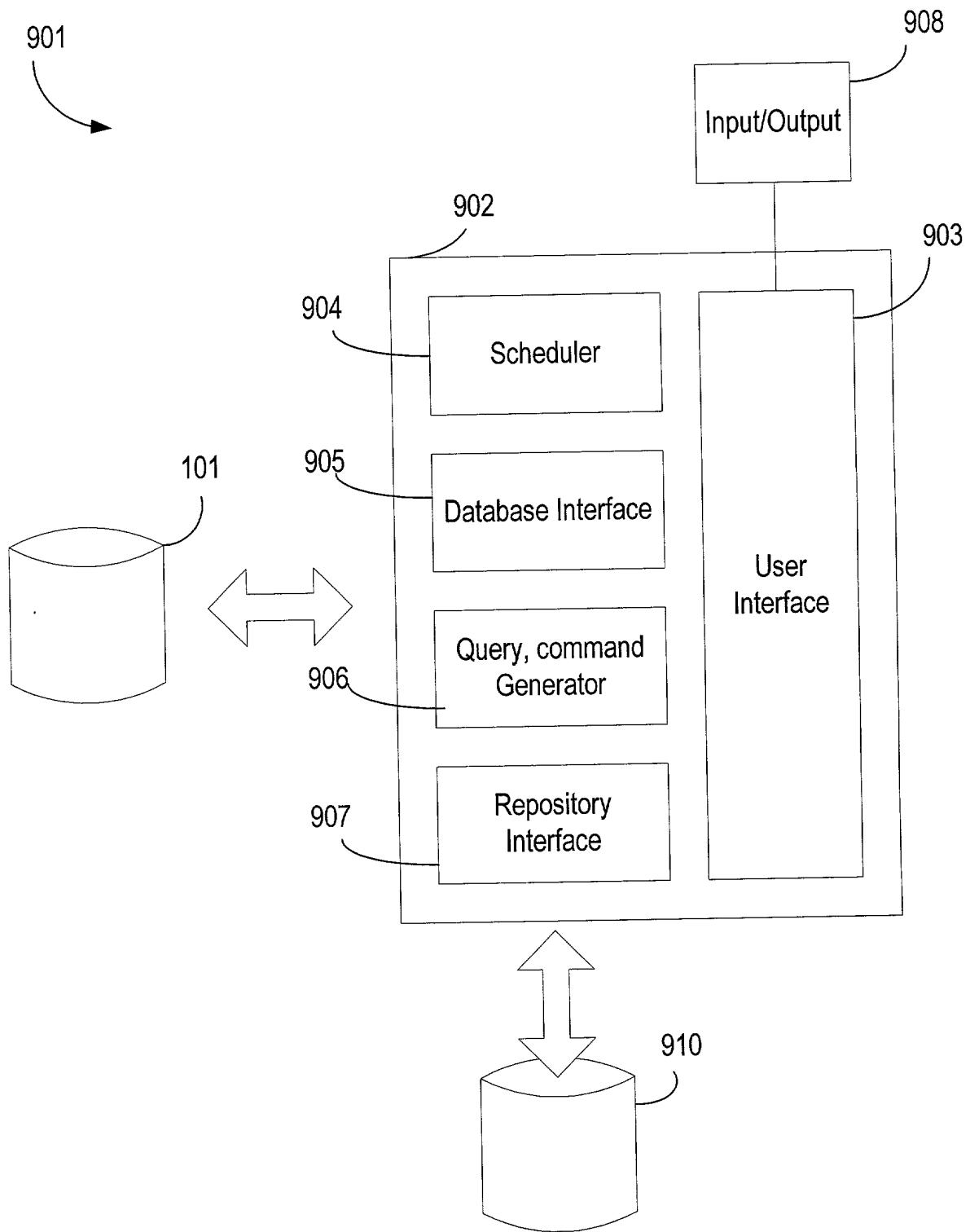


Fig. 9

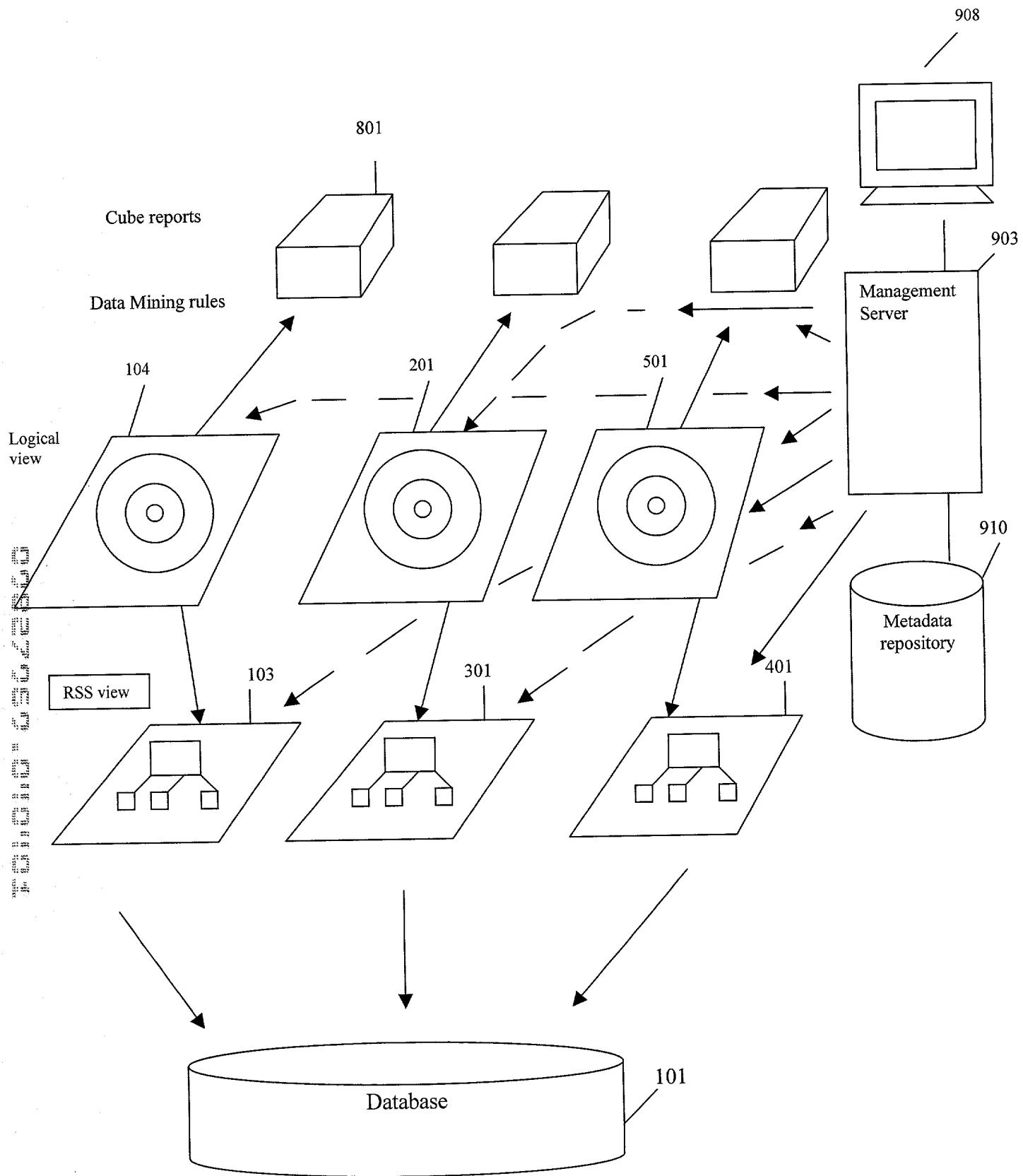


FIG. 10

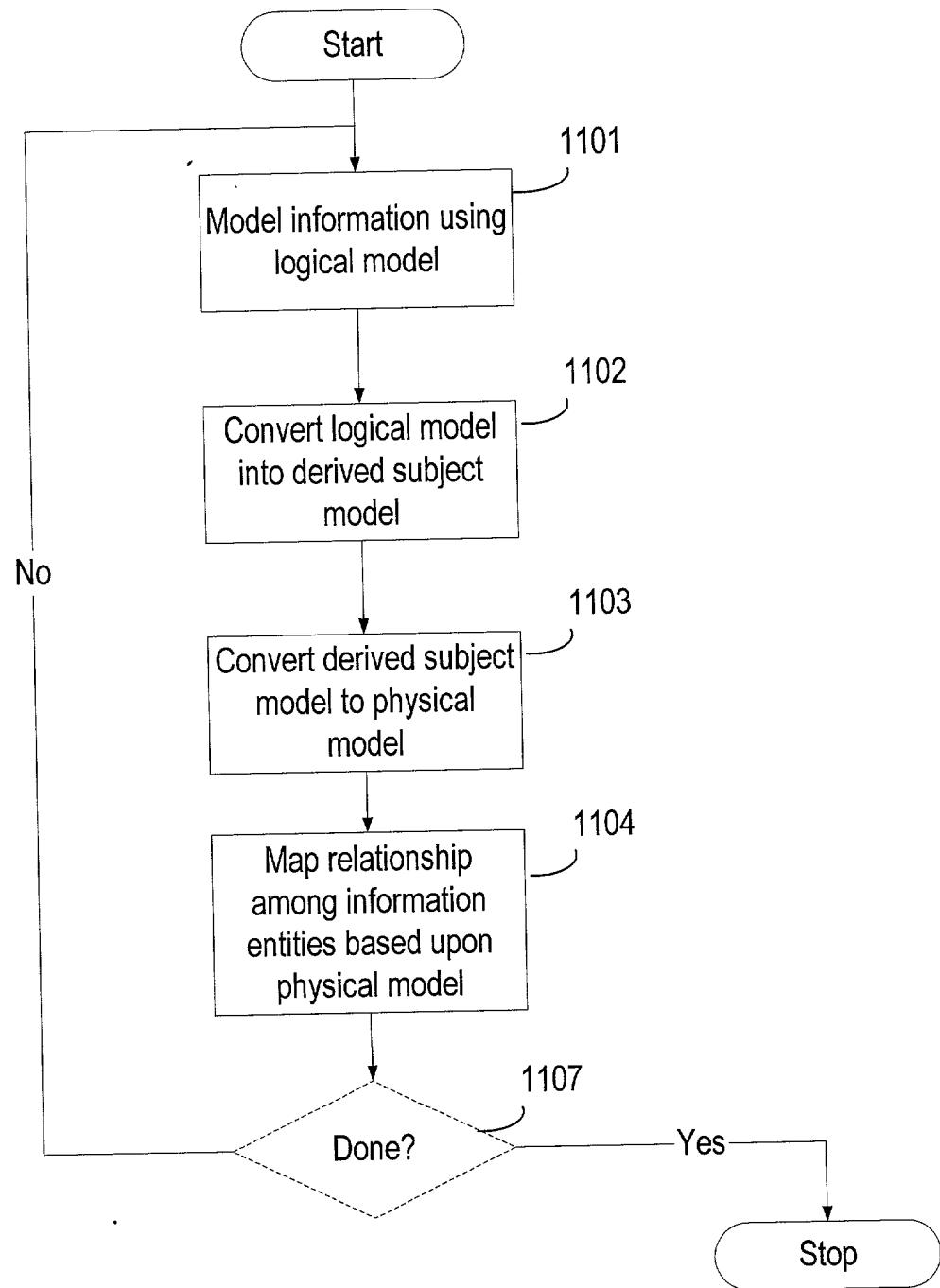


Fig. 11A

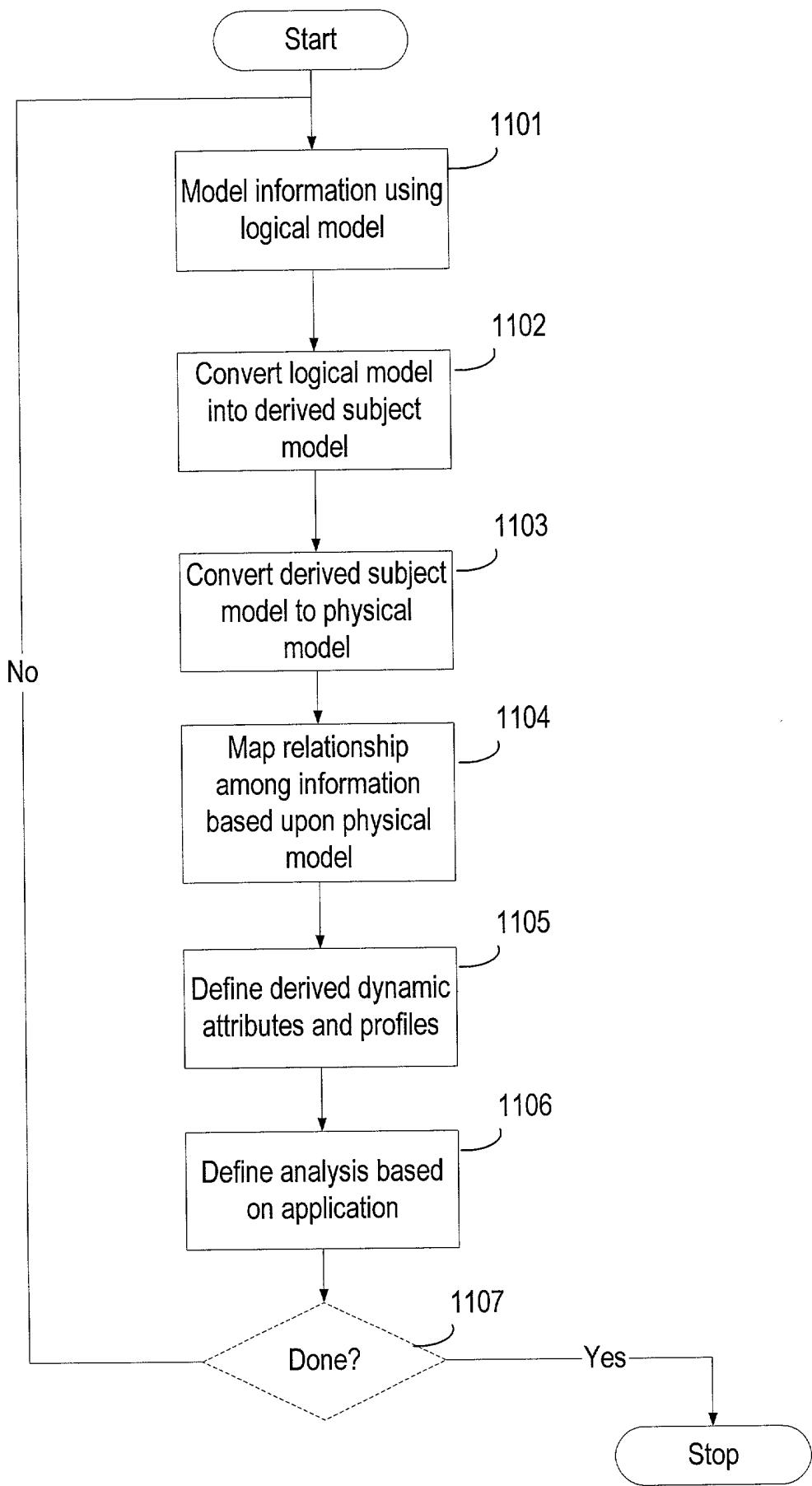


Fig. 11B

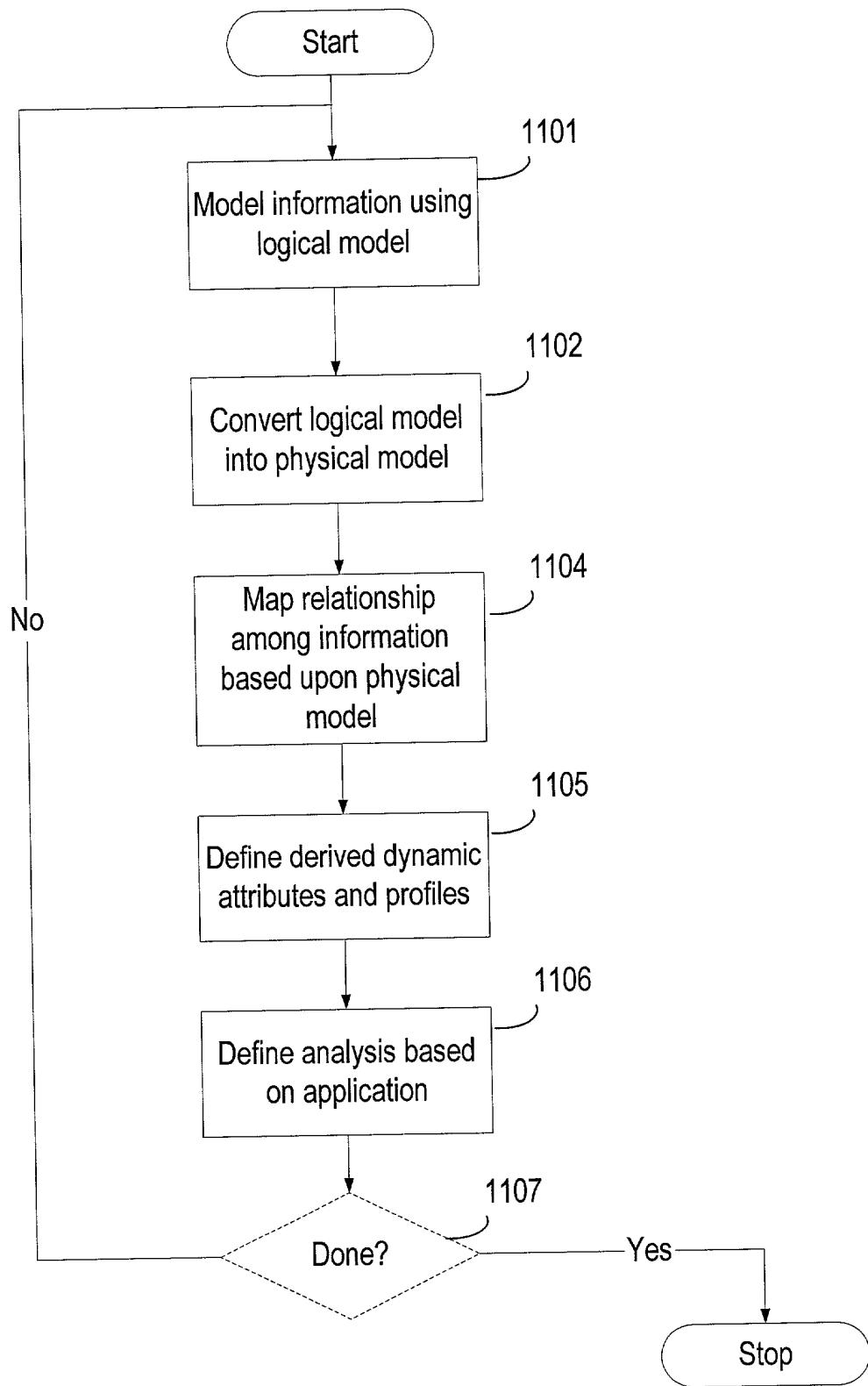


Fig. 11C

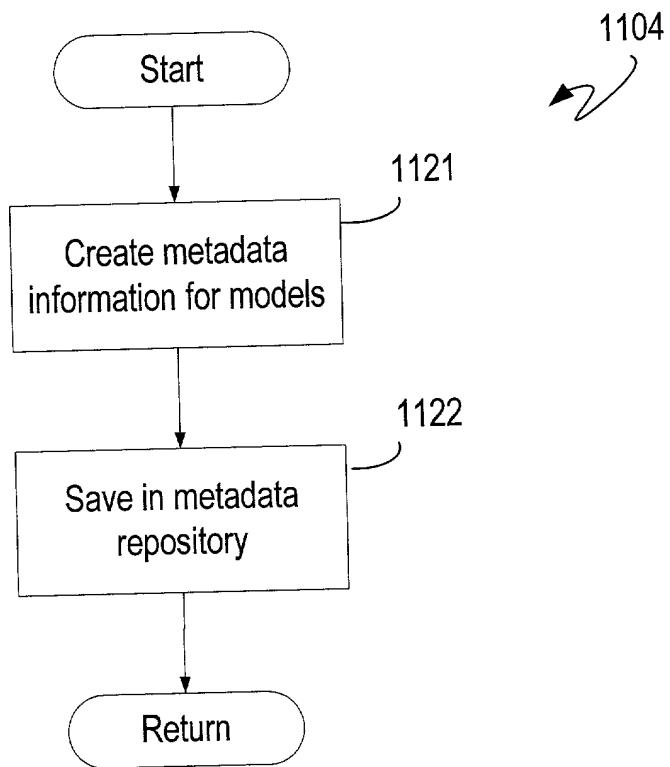


Fig. 11D

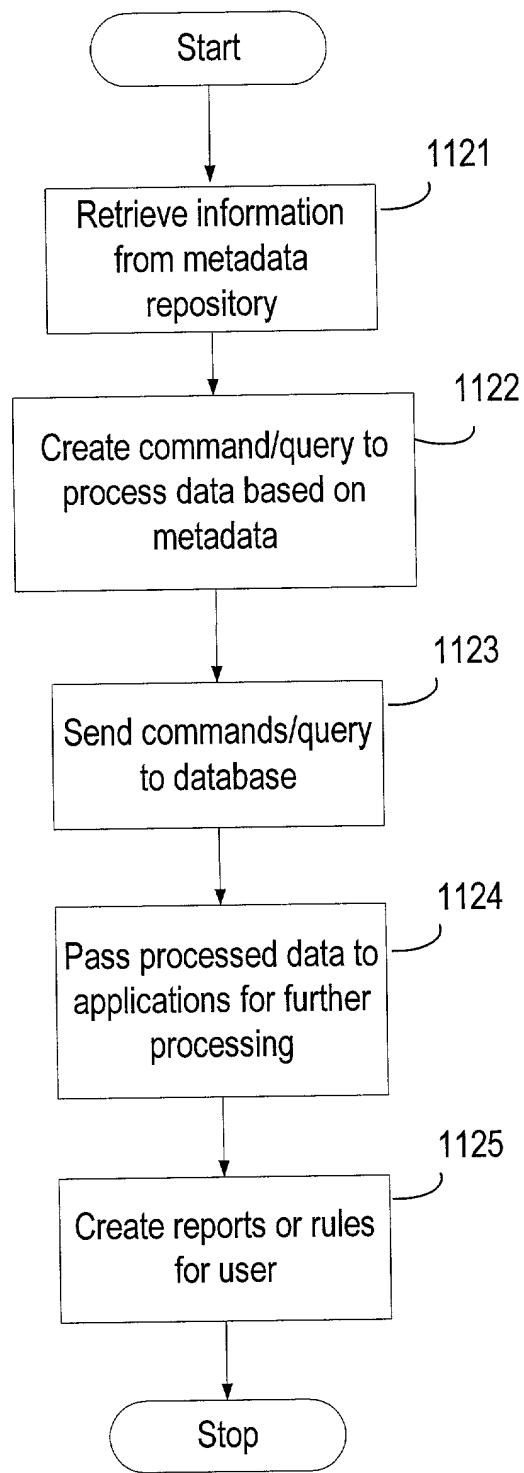


Fig. 11E

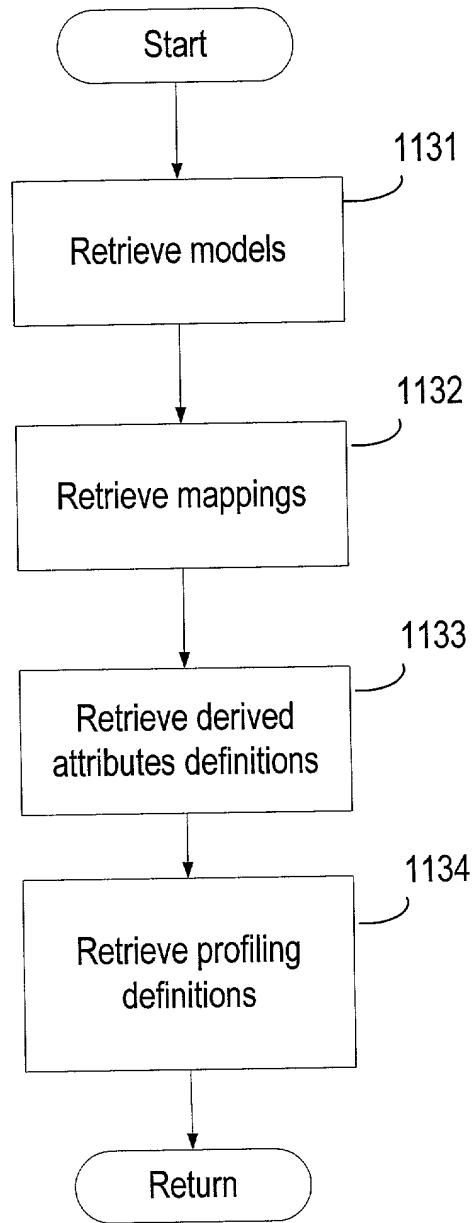
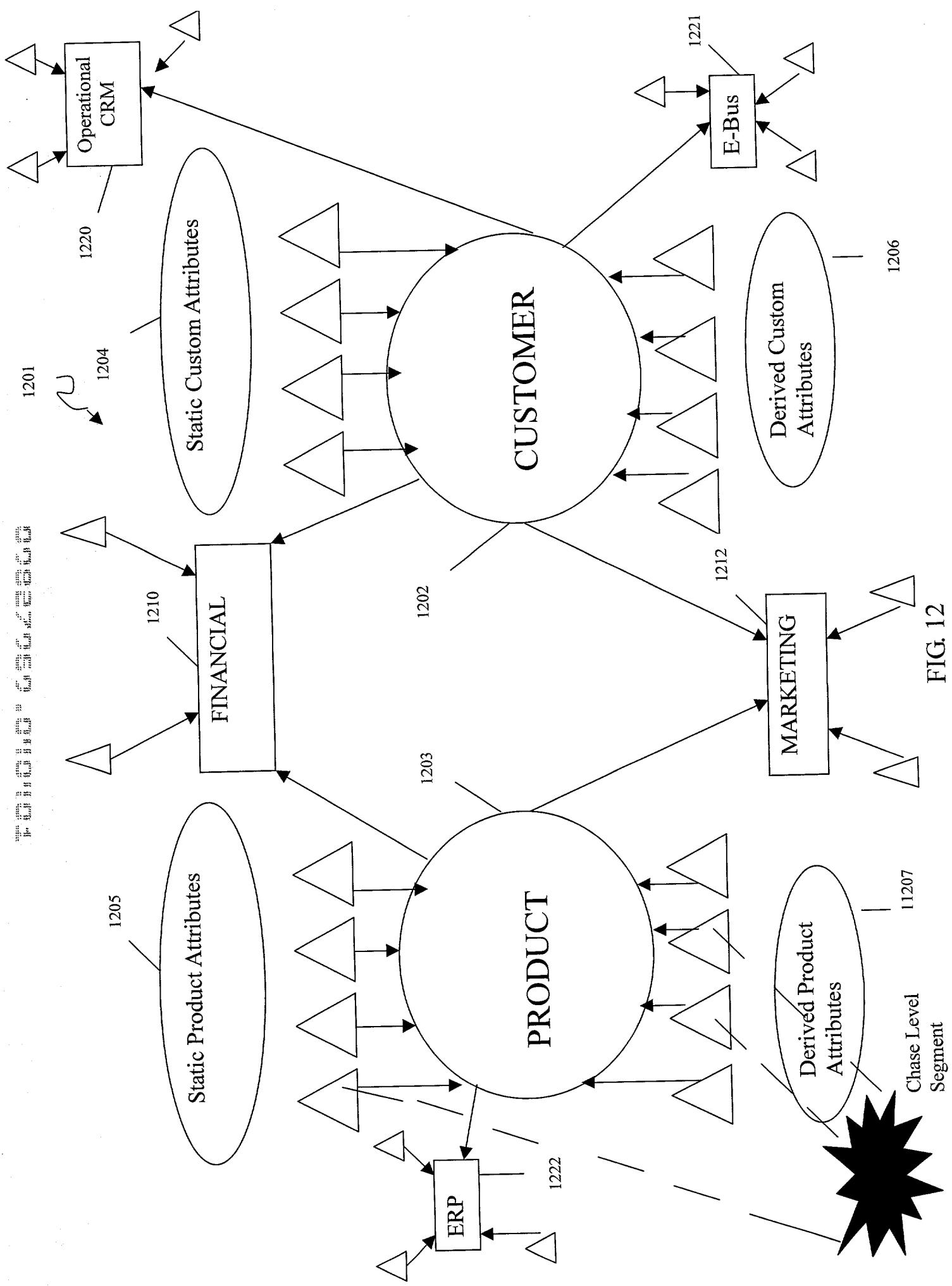


Fig. 11F



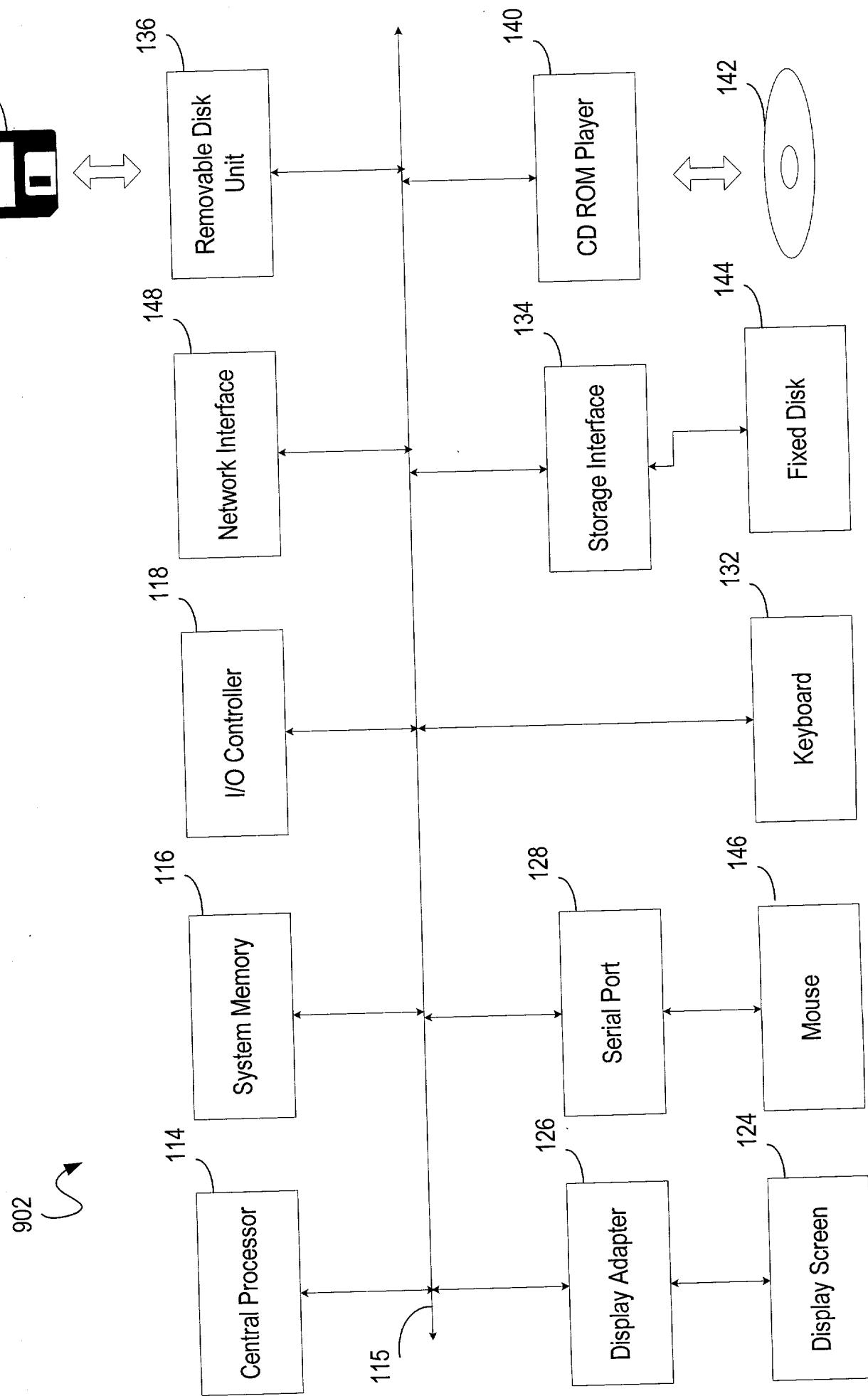


Fig. 13